



**Course Title: FUNDAMENTALS OF RURAL MANAGEMENT**

**Course Code: RUR605**

**Credit Units: 3**

**Level : PG**

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

**Course Objectives:** The purpose of the course is to educate the students about various aspects of rural management and its importance in today's scenario. To improve business prospects in rural areas, it is very important to understand the prevailing conditions and emerging trends at grassroots level. This knowledge will help students in professional life to manage their professional assignments efficiently.

**Pre-requisites: NA**

**Student Learning Outcomes:** After Completion of Course Student will be able to:

- Demonstrate Conceptual Understanding about different Aspects of Rural management
- Analyze emerging business and development trends in rural areas
- Specify Different stakeholders and their roles in rural management sector
- Explain CSR initiatives at Grassroots level to promote Rural Development

**Course Contents/Syllabus:**

	Weightage (%)
<b>Module I: Rural Management: Fundamentals</b>	<b>25</b>
Rural Management: Introduction, Scope & Importance, Role of Rural Manager, Rural Entrepreneurship: Concept & Characteristics, Rural Infrastructure and its challenges, Rural Business & Its Contribution towards Entire Business Volume, Rural Credit & its Challenges, Development Interventions and Flagship Programmes,	
<b>Module II: Emerging Trends in Rural Management</b>	<b>25</b>

Rural marketing: Challenges & Opportunities, Profiles of Rural customers and their Characteristics, Microfinance Services and its Benefits to poor, Providing Urban Amenities in Rural Areas (PURA): Concept & Scope, PURA Implementation: Phase I & Phase II, Farm and Non-Farm means of livelihood generation, Livelihood promotion in rural areas, Factor & Demand Conditions,	
<b>Module III: Stakeholders of Rural Management</b>	<b>25</b>
Stakeholders of Rural Management: Companies operating in Rural Areas, Rural Banks, Microfinance Service Providers, Development Organizations, Cooperatives, Panchayati Raj Institutions at three levels, District Rural Development Authorities, Khadi & Village Industries Corporation, NABARD, CAPART, District Industry Center	
<b>Module III: Corporate Social Responsibility Initiatives</b>	<b>25</b>
Corporate Social Responsibility: Concept & its relevance, Inclusive development: A Case for CSR (Millennium Development Goals and Role of Business), Legal Provisions for CSR, Successful Initiatives of CSR	

### Pedagogy for Course Delivery:

This class will be taught using the theory, case study and details about different agencies / stakeholders in rural management paradigm in India. In addition to assigning the case studies, the course instructor will also highlight prevailing issues at grassroots level and ways & means of their solution. Also certain research studies will be looked into to provide analytical perspective to the students.

### Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	--	100

### Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Presentation	Class Test	Assignment	Attendance	
Weightage (%)	10	05	10	05	70

**Text & References:**

- Indian Institute & Finance, Mumbai.(2009). Microfinance Perspectives & Operations, Macmillan India
- Mandal, B. N. (2011). Corporate Social Responsibility In India, Global Vision Publishing House
- Radhakrishnan,R. & Ray, Shovan (2006). Handbook on Poverty, Perspective Policies and Programmes, Oxford India Press
- Bhatt, M.S. (2004). Poverty and Food Security in India: Problems and Policies, Aakar Books, New Delhi
- Soundarapandian, M. (2004) Rural Industrialization: Problems and Prospects, Anmol Publications
- Mishra, Ravindra Kumar. (2012). Rural Industrialization: Problems and Prospects, Avon Publications